

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

1. (Currently Amended) A computer-implemented method for advertising comprising the steps of:

identifying, at a server, an electronic advertisement, the electronic advertisement including a compact display format, an expanded display format, and code a client device uses to transition the electronic advertisement from the compact display format into the expanded display format, the compact display format including an associated expansion icon, and the expanded display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option;

delivering, from the server at a first time, ~~a the~~ first electronic document including the electronic advertisement including the compact display format, the expanded display format, and the code, the electronic advertisement initially displayed in the first electronic document in the compact display format ~~so as to enable a client device to transition from the compact format to the expanded format without further interaction with the server;~~

receiving, at the server, a user selection of one of the one or more menu options after the compact display format of the electronic advertisement has been transitioned into the expanded display format in the first electronic document;

identifying a second electronic document including content from the referenced network location associated with the menu option selected;

including the electronic advertisement ~~with in~~ the second electronic document, where the electronic advertisement is included in less than an entire portion of ~~displayed in the second electronic document in the expanded display format;~~ and

delivering, from the server at a second later time, the second electronic document including the electronic advertisement,

wherein the delivering, from the server at a first time, receiving, including, and delivering, from the server at the second later time are performed by one or more computers.

2. (Previously Presented) The computer-implemented method of claim 1, wherein one of the menu options includes a home menu option and further comprising:
 - receiving a selection of the home menu option; and
 - delivering the first electronic document including the electronic advertisement and enabling display to the user of the first electronic document in the compact display format.
3. (Previously Presented) The computer-implemented method of claim 1, wherein the electronic advertisement comprises a morphing electronic advertisement.
4. (Previously Presented) The computer-implemented method of claim 1, wherein the first and second electronic document comprise web pages.
5. (Previously Presented) The computer-implemented method of claim 4, wherein the network locations specified in reference to the one or more menu options comprise network locations provided by or affiliated with a host entity that delivered the first electronic document or the electronic advertisement.
6. (Previously Presented) The computer-implemented method of claim 1, further comprising:
 - storing a price parameter value in association with the electronic advertisement; and
 - wherein the electronic advertisement comprises a target reference to an advertiser network location.
7. (Previously Presented) The computer-implemented method of claim 6, further comprising:
 - receiving a third user selection of the target reference, wherein performance is determined to have occurred upon receipt of the selection of the target reference.
8. (Previously Presented) The computer-implemented method of claim 6, further comprising:

receiving an indication of user activity associated with the expanded display format, wherein performance is determined to have occurred upon receipt of the indication of the user activity.

9. (Previously Presented) The computer-implemented method of claim 8, wherein the user activity comprises a predetermined period of time viewing the expanded display format.

10. (Previously Presented) The computer-implemented method of claim 8, wherein the user activity comprises the user request to view the expanded display format.

11. (Previously Presented) The computer-implemented method of claim 8, wherein the user activity comprises a predetermined number of user selections of the one or more menu options available in the expanded display format.

12. (Previously Presented) The computer-implemented method of claim 1 further comprising:

associating a reference to the electronic advertisement for use by the user in retrieving the electronic advertisement.

13. (Previously Presented) The computer-implemented method of claim 12, further comprising:

enabling the user to bookmark the electronic advertisement using the reference.

14. (Previously Presented) The computer-implemented method of claim 1, wherein the second electronic document comprises a document provided by the advertiser.

15. (Previously Presented) The computer-implemented method of claim 14, wherein the document provided by the advertiser comprises a web page from the advertiser's web site.

16. (Previously Presented) The computer-implemented method of claim 1, wherein the second electronic document comprises an electronic document that includes functionality to permit the user to purchase one or more items.

17. (Previously Presented) The computer-implemented method of claim 16, further comprising:
receiving feedback information related to a user's purchase of one or more items.

18 - 34. (Cancelled)

35. (Currently Amended) An apparatus for delivering advertising comprising:
a server performing operations comprising
identifying an electronic advertisement, the electronic advertisement including a compact display format, an expanded display format, and code a client device uses to transition the electronic advertisement from the compact display format into the expanded display format, the compact display format including an associated expansion icon and the expanded display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option;

delivering, from the server at a first time, ~~a the first electronic document including electronic advertisement including the compact display format, the expanded display format, and the code, the electronic advertisement initially displayed in the first electronic document in the compact display format, so as to enable a client device to transition from the compact format to the expanded format without further interaction with the server;~~

receiving, at the server, a user selection of one of the one or more menu options after the compact display format of the electronic advertisement has been transitioned into the expanded display format;

identifying a second electronic document including content from the referenced network location associated with the menu option selected;

including the electronic advertisement with in the second electronic document, where the electronic advertisement is included in less than an entire portion of displayed in the second

~~electronic document in the expanded display format; and~~

delivering, from the server at a second later time, the second electronic document including the electronic advertisement.

36. (Previously Presented) The apparatus of claim 35, wherein one of the menu options includes a home menu option and further comprising:

the server performing operations comprising receiving a selection of the home menu option; and

delivering the first electronic document including the electronic advertisement and enabling display to the user of the first electronic document in the compact display format.

37. (Previously Presented) The apparatus of claim 35, wherein the electronic advertisement comprises a morphing electronic advertisement.

38. (Previously Presented) The apparatus of claim 35, wherein the first and second electronic document comprise web pages.

39. (Previously Presented) The apparatus of claim 35, wherein the network locations specified in reference to the one or more menu options comprise network locations provided by or affiliated with a host entity that delivered the first electronic document or the electronic advertisement.

40. (Previously Presented) The apparatus of claim 35, further comprising:

a database system for storing a price parameter value in association with the electronic advertisement; and

wherein the electronic advertisement comprises a target reference to an advertiser network location.

41. (Previously Presented) The apparatus of claim 35, wherein the selection receiving module receives a third user selection of the target reference, wherein performance is determined to have occurred upon receipt of the selection of the target reference.
42. (Previously Presented) The apparatus of claim 35, wherein the selection receiving module receives an indication of user activity associated with the expanded display format, wherein performance is determined to have occurred upon receipt of the indication of the user activity.
43. (Previously Presented) The apparatus of claim 42, wherein the user activity comprises a predetermined period of time viewing the expanded display format.
44. (Previously Presented) The apparatus of claim 42, wherein the user activity comprises the user request to view the expanded display format.
45. (Previously Presented) The apparatus of claim 42, wherein the user activity comprises a predetermined number of user selections of the one or more menu options available in the expanded display format.
46. (Previously Presented) The apparatus of claim 35, further comprising a storage system that stores a reference to the electronic advertisement for use by the user in retrieving the electronic advertisement.
47. (Previously Presented) The apparatus of claim 45, further comprising:
enabling the user to bookmark the electronic advertisement using the reference.
48. (Previously Presented) The apparatus of claim 35, wherein the second electronic document comprises a document provided by the advertiser.
49. (Previously Presented) The apparatus of claim 48, wherein the second electronic document provided by the advertiser comprises a web page from the advertiser's web site.

50. (Previously Presented) The apparatus of claim 35, wherein the second electronic document comprises an electronic document that includes functionality to permit the user to purchase one or more items.

51. (Previously Presented) The apparatus of claim 49, further comprising a feedback module that receives feedback information related to a user's purchase of one or more items.

52. (Currently Amended) A method, comprising:

receiving at a server, from a publisher, a request for an advertisement to be included in a first electronic document associated with publisher;

identifying an electronic advertisement responsive to the request, the electronic advertisement including a reference to a network location for retrieving specified content associated with the electronic advertisement;

delivering, from the server at a first time, the electronic advertisement to be included in the first electronic document;

receiving a user selection of the electronic advertisement;

identifying a second electronic document including content from a referenced network location associated with the selected electronic advertisement;

including the electronic advertisement with in the second electronic document, where the electronic advertisement is included in less than an entire portion of the second electronic document; and

delivering, from the server at a second later time, the second electronic document including the electronic advertisement;

wherein the delivering, from the server at the first time, receiving the user selection, including, and delivering, from the server at the second later time, are performed by one or more computers.

53. (Currently Amended) A computer-implemented method, comprising:

identifying, at a server, an electronic advertisement, the electronic advertisement including a reference to a network location for retrieving specified content associated with the electronic advertisement;

delivering, from the server at a first time, ~~a~~ the first electronic document including the electronic advertisement;

receiving, at the server, a user selection of the electronic advertisement;

identifying a second electronic document including content from the referenced network location associated with the electronic advertisement;

including the electronic advertisement ~~with~~ in the second electronic document, where the electronic advertisement is included in less than an entire portion of the second electronic document; and

delivering, from the server at a second later time, the second electronic document including the electronic advertisement;

wherein the delivering, from the server at a first time, receiving, including, and delivering, from the server at the second later time are performed by one or more computers.

54. (Currently Amended) The method of claim 1, wherein the electronic advertisement is included in a first ~~frame portion of~~ in the second electronic document, and wherein the content from the referenced network location is included in the second electronic document in a second ~~portion frame~~, separate from the first ~~portion frame~~.

55. (Currently Amended) The apparatus of claim 35, wherein the electronic advertisement is included in a first ~~frame portion of~~ in the second electronic document, and wherein the content from the referenced network location is included in the second electronic document in a second ~~portion frame~~, separate from the first ~~portion frame~~.